Canon

IXUS 310 HS

Sales Start date: Mid March 2011
Target Market: Personal / Home

Key Features:

- Premium image quality even in low light using HS System with 12.1 Megapixel CMOS
- f/2.0, 24mm ultra wide, 4.4x optical zoom with optical Image Stabilizer
- Stainless steel body with wide 8.0 cm (3.2") PureColor II Touch LCD and touch control
- Full HD movies (1080p) with optical zoom, stereo sound, Dynamic IS and HDMI
- Smart Auto detects 32 scenes for the ultimate in point and shoot
- High-speed Burst and Super Slow Motion Movie capture fast action
- Movie Digest records before each shot to create a bonus movie
- iFrame movie for fast editing
- P, Av and Tv modes for creative shooting plus Miniature and Toy Camera effects
- Handheld Night Scene for clear nightscapes

Style and sensitivity

The IXUS 310 HS boasts a large, intuitive touchscreen, with high-speed functions and Full HD movies. A bright f/2.0, 24mm ultra wide lens, and the HS System capture incredible shots, day or night.

The IXUS 310 HS is part of the Canon IXUS digital still camera range.

The Canon IXUS range consists of the following products: IXUS 1000 HS, IXUS 310 HS, IXUS 220 HS, IXUS 115 HS

Product Name	Mercury Code	EAN Code	Recommended Retail Price
IXUS 310 HS Silver	5132B005AA	8714574564494	£299 / €359
IXUS 310 HS Gold	5133B005AA	8714574564722	£299 / €359
IXUS 310 HS Brown	5134B005AA	8714574564852	£299 / €359
IXUS 310 HS Pink	5135B005AA	8714574564968	£299 / €359

What's in the box: Digital Camera IXUS 310 HS, Wrist Strap WS-DC10, Battery Pack NB-6L, Battery Charger CB-2LYE, AC Cable, AV Cable AVC-DC400ST, Interface Cable IFC-400PCU (for USB), User Manual Kit.

Technical Specifications

IXUS 310 HS

IMAGE SENSOR	
Type	1/2.3 type back-illuminated CMOS
Effective Pixels	Approx. 12.1M
Colour Filter Type	Primary Colour
IMAGE PROCESSOR	
Type	DIGIC 4 with iSAPS technology
LENS	
Focal Length	4.3 – 18.8 mm (35 mm equivalent: 24 – 105 mm)
Zoom	Optical 4.4x. Digital Approx. 4x (with Digital Tele-Converter Approx. 1.5x or 2.0x and Safety Zoom [1]). Combined Approx. 18x
Maximum f/number	f/2.0 – f/5.8
Construction	7 elements in 6 groups (2 double-sided aspherical lenses (including 1 UA lens), and 1 single sided aspherical lens)
Image Stabilisation	Yes (lens shift-type), 4-stop. Dynsmic IS (in Movie)
FOCUSING	
Type	TTL
AF System/ Points	AiAF (Face Detection / 9-point), 1-point AF (fixed frame) or Touch AF with Object and Face Select and Track
AF Modes	Single, Continuous (Auto mode only), Servo AF/AE[6], Touch AF
AF Point Selection	Size (Normal, Small)
AF Lock	On/Off Selectable
AF Assist Beam	Yes
Closest Focusing Distance	3 cm (W) from front of lens in macro
EXPOSURE CONTROL	
Metering modes	Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (centre or Touch AF frame)
AE Lock	On/Off Selectable
Exposure Compensation	+/- 2 EV in 1/3 stop increments
	Enhanced i-Contrast for automatic dynamic range correction
ISO sensitivity [2]	AUTO, 125, 200, 400, 800, 1600, 3200
SHUTTER	
Speed	1 – 1/1600 sec. (factory default) 15 – 1/1600 sec. (total range – varies by shooting mode)
WHITE BALANCE	
Type	TTL
Settings	Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom
LCD MONITOR	
Monitor	8.0 cm (3.2") PureColor II Touch (TFT), 16:9 aspect ratio, Approx. 461,000 dots
Coverage	Approx. 100%
Brightness	Adjustable to one of five levels
FLASH	
Modes	Auto, Manual Flash On / Off, Slow Synchro
Slow Sync Speed	Yes. Fastest speed 1/1600 sec.
Red-Eye Reduction	Yes
Flash Exposure Compensation	Face Detection FE, Smart Flash Exposure
Flash Exposure Lock	Yes
Built-in Flash Range	50 cm –5.0 m (W) / 50 cm – 2.0 m (T)
SHOOTING	
Modes	Smart Auto (32 scenes detected), P, Shutter priority AE, Aperture priority AE, Movie Digest, Portrait, Kids & Pets, Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), High-speed Burst (3.0MP), Best Image Selection (3.0MP), Handheld Night Scene, Low Light (3.0MP), Fish-eye Effect, Miniature Effect, Toy Camera Effect, Creative Light Effect, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap, Beach, Foliage, Snow, Fireworks
Modes in Movie	Smart Auto (21 scenes detected), P, Portrait, Miniature Effect, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap, Beach, Foliage, Snow, Fireworks, iFrame Movie, Super Slow Motion Movie
Photo Effects	My Colors (My Colors Off, Vivid, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Vivid Blue, Vivid Green, Vivid Red, Custom Color)
Drive modes	Single, Continuous, Self-Timer
Continuous Shooting	Approx. 3.4 shots/sec.[3], High-speed Burst (3.0MP): Approx. 8.2shots/sec.[3], (until memory card becomes full) [4]

RECORDING PIXELS /COMPRESSION	
Image Size	4:3 - (L) 4000 x 3000, (M1) 2816 x 2112, (M2) 1600 x 1200, (S) 640 x 480 16:9 - (L) 4000 x 2248, (M1) 2816 x 1584, (M2) 1920 x 1080, (S) 640 x 360 3:2 - (L) 4000 x 2664, (M1) 2816 x 1880, (M2) 1600 x 1064, (S) 640 x 424 1:1 - (L) 2992 x 2992, (M1) 2112 x 2112, (M2) 1200 x 1200, (S) 480 x 480 Resize in playback (M2, S, XS)* *XS is half the length and width of S
Compression	Fine, Normal
Movies	(Full HD) 1920 x 1080, 24 fps, (HD) 1280 x 720, 30 fps, (L) 640 x 480, 30 fps, (M) 320 x 240, 30 fps Super Slow Motion Movie (L) 120fps, (M) 240fps Miniature Effect (HD, L) 6fps, 3fps, 1.5 fps iFrame Movie (HD)
Movie Length	(Full HD & HD) Up to 4 GB or 10 min. 00 sec. [7] (L and M) Up to 4 GB or 1 hour [4] (Super Slow Motion Movie) 30 sec.
FILE TYPES	
Still Image Type	JPEG compression, (Exif 2.3 [Exif Print] compliant) / Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant
Movies	MOV [H.264 + Linear PCM (stereo)] iFrame
Canon Printers	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge (ID Photo Print, Fixed Size Print and Movie Print supported on SELPHY CP & ES printers only)
PictBridge	Yes
OTHER FEATURES	
Red-Eye Correction	Yes, during shooting and playback
My Camera / My Menu	Start-up image and camera sounds customisation
My Category	Image tagging feature
Intelligent Orientation Sensor	Yes
Histogram	Yes
Playback zoom	Approx. 2x – 10x
Self Timer	Approx. 2 or 10 sec., Custom
Menu Languages	English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified Chinese, Chinese (traditional), Japanese, Russian, Portuguese, Korean, Greek, Polish, Czech, Hungarian, Turkish, Thai, Arabic, Ukrainian, Romanian, Farsi
INTERFACE	
Computer	Hi-Speed USB (MTP, PTP) dedicated connector (Mini-B compatible)
Other	HDMI Mini Connector (HDMI-CEC compatible) A/V output (PAL/NTSC)
MEMORY CARD	
Type	SD, SDHC, SDXC, MMC, MMCplus, HCMMCplus
SUPPORTED OPERATING SYSTEM	
PC & Macintosh	Windows 7/ Vista SP1-2/ XP SP3 Mac OS X v10.5 – 10.6
SOFTWARE	
Browsing & Printing	ZoomBrowser EX / ImageBrowser
Other	PhotoStitch
POWER SOURCE	
Batteries	Rechargeable Li-ion Battery NB-6L (battery and charger supplied)
Battery life	Approx. 180 shots [5] Approx. 240 min. playback
A/C Power Supply	Optional, AC Adapter Kit ACK-DC40
ACCESSORIES	
Cases / Straps	Soft Case DCC-1700, IXUS Metal or Leather Strap
Power Supply & Battery Chargers	AC Adapter Kit ACK-DC40
Other	Canon HDMI Cable HTC-100
PHYSICAL SPECIFICATIONS	
Operating Environment	0 – 40 ° C, 10 – 90% humidity
Dimensions (WxHxD)	100.6 x 55.4 x 25.0 mm
Weight	Approx. 185 g (including battery/batteries and memory card)

All data is based on Canon standard testing methods (according to CIPA Standards) except where indicated.
Subject to change without notice.
[1] Depending on the image size selected.
[2] Standard Output Sensitivity / Recommended Exposure Index. According to ISO 12232:2006 (20th April 2006) which specifies the method for assigning and reporting ISO speed ratings for digital still cameras.
[3] Under conditions where the flash does not fire.
[4] Depending on memory card speed / capacity / compression setting.
[5] Using the batteries and memory card format supplied with the camera (where included), except where indicated.
[6] Some settings limit availability.
[7] The following Speed Class memory cards are required for maximum record time: (HD) 1280 x 720 Speed Class 4 or above. (Full HD) 1920 x 1080 Speed Class 6 or above.

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